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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**In re application of:** MATZ, *et al.*

**Group Art Unit:**3688

**Application No.** 10/017,111

**Examiner:** ALVAREZ, Raquel

**Filed:** December 14, 2001

**Attorney Docket:** 01372

**Title:** Method and System for Targeted Incentives

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**37 C.F.R. § 1.111 RESPONSE TO  
AUGUST 20, 2010 OFFICE ACTION**

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Commissioner for Patents:

The Assignee respectfully requests reconsideration and entry of the following remarks in response to the office action mailed August 20, 2010. The Assignee respectfully submits that the pending claims already distinguish over the cited documents.